the invention. For example, only some of the efficiency enhancing steps may be used in a particular compression system. Software as described herein is preferably provided on a computer readable media, such as a diskette or an optical disk. Alternatively or additionally, it may be stored on a computer, for example in a main memory or on a hard disk, both of which are also computer readable media

[0273]   It will be appreciated by a person skilled in the art that the present invention is not limited by what has thus far been described. Rather, the scope of the present invention is limited only by the following claims.

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1.   A method of Internet browsing, comprising:

connecting to an Internet; receiving over said Internet at least one object to display;

retrieving a compressed representation of said object from a catalog; and generating a compressed video stream utilizing said compressed representation.

2.   A method according to claim 1, wherein said object comprises a WWW page.

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3.   A software program for WWW page design, comprising:

a computer readable media having stored thereon:

a restriction module which receives restrictions defining limitations imposed by a compression method to be used for displaying WWW pages; and

a design module, which lays out display elements, responsive to said received limitations.

4.   A software according to claim 3, wherein said restrictions include a block size definition.

5.   A software according to claim 3, wherein said restrictions include a bandwidth restriction, and wherein laying out of display elements comprises selecting display elements to match said bandwidth limitations.

6.   A software according to any of claims 3-5, wherein said media has stored thereon an automated WWW page generator for a WWW server.

7.   A software according to claim 6, comprising a communication module for receiving said restrictions from a server associated with said compression.

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8.   A compression-modified software for performing at least one function and for generating at least one display, comprising:

a computer readable media having stored thereon:

a functional module which performs said function; and

a compression-responsive module which receives an indication of restrictions related to a compression of said display and which controls said module to generate a display responsive to said indication, wherein said display is modified relative to a display generated without said restrictions.

9.   Software according to claim 8, wherein said indication comprises a message from a computer on which said software is executed.

10.   Software according to claim 8, wherein said indication comprises a configuration file.

11.   Software according to any of claims 8-10, wherein said modified display is modified to meet a bandwidth requirement.

12.   Software according to claim 11, wherein said bandwidth requirement is an instantaneous band-width requirement.

13.   Software according to any of claims 8-10, wherein said modified display is modified to reduce resources required for compression.

14.   Software according to any of claims 8-10, wherein said display is modified by moving at least one object, relative to its display location for a non-compressed display.

15.   Software according to any of claims 8-10, wherein said display is modified by utilizing a different object for a compressed display than for a non-compressed display.

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16.   Software according to any of claims 8-10, wherein said function comprises a WWW browsing function.

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17.   A method of personalizing advertising, comprising:

providing a compressed video stream; and

replacing at least one spatial portion of said compressed video stream with compressed data representing at least one advertisement, wherein said replacement is responsive to information associated with a viewer of said video stream.

18.   A method according to claim 17, wherein providing a compressed video stream comprises converting a computer software generated display into said compressed video stream.

19.   A method according to claim 18, wherein said converting comprises directly converting a sequence of display commands generated by said software into said compressed video stream.

20.   A method according to claim 18 or claim 19, wherein said advertisement replaces a display object of said display.

21.   A method according to any of claims 17-19, wherein said replacing comprises replacing without decompressing said compressed video stream.

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22. A method of advertisement, comprising

providing a compressed video stream, representing a display;

determining an available portion of said display; and

inserting an advertisement into said available portion of said display, wherein inserting comprises manipulating said compressed video stream, without decompressing said compressed video stream.

23. A method according to claim 22, wherein determining an available portion comprises receiving at least one indication of said available portion.

24. A method according to claim 23, wherein providing a compressed video stream comprises retrieving said stream from an archive location, wherein said archive location includes a storage of said indications.

25. A method according to claim 22, wherein providing a compressed video stream comprises converting a computer software generated display into said compressed video stream.

26. A method according to claim 25, wherein said software provides said indication.

27. A method according to claim 25, comprising analyzing said display to determine said available portion.

28. A method according to claim 27, wherein analyzing said display comprises analyzing display commands generated by said software.

29. A method according to claim 27, wherein said software comprises a WWW browser.

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30.   A method according to claim 29, wherein analyzing said display comprises identifying display areas into which additional display material is being downloaded.

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